Amsterdam Courtesy *Passport*

amsterdam 1998/99

Find Green Taxi Ticket Inside

This Courtesy Passport is published by RAIBase for Amsterdam Congres Bureau (ACB), the organization to be consulted for an expert and independent advice for meetingplanners.

Discover and enjoy Amsterdam

You are now visiting a unique city: Amsterdam. A city which is alive and vibrant 24 hours a day. A city with so much to offer that it is hard to choose between all the competing attractions. Perhaps it's your first visit, perhaps it's your umpteenth. Whatever the case, Amsterdam will continue to surprise you.

Obviously the main purpose of your visit is to attend a conference, but you should also use your time here to discover Amsterdam. If you don't manage this during the conference itself, try to do so before or after. It would be a pity to waste such an opportunity while you are in the vicinity.

As mayor of Amsterdam, I would like to give you just one piece of advice. Have an eye for detail. Whereas other international cities impress the visitor by their grandeur or majesty, Amsterdam captivates above all by the subtlety and charm of its individual elements. A stay in Amsterdam is an experience you will remember. The hospitality of the inhabitants, the friendly atmosphere of the city and not least the comfortable accommodation will combine to make your stay extremely pleasant. This "Amsterdam Courtesy Passport" will acquaint you with some aspects of the city, but naturally there is only one way to really appreciate what the Dutch capital has to offer! In other words, by coming here and seeing for yourself. And as you have registered for a conference that is what you will be doing.

So it only remains for me to wish you a very enjoyable stay.

Schelto Patijn, Mayor of Amsterdam

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Area C: congress shuttlebus Amsterdam <–> Schiphol and the hotels in that area, DFL. 15 per passenger

The areas A, B and C are indicated on the map below.

The "Green Taxi" is an environmental initiative of the Taxicentrale Amsterdam, Koninklijk Horeca Nederland, dept. Amsterdam, Amsterdam RAI and Amsterdam Congres Bureau.

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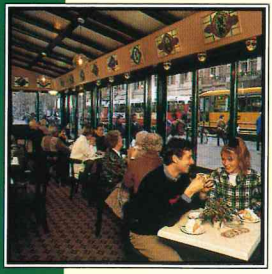
Water as a success formula

At the junction of the River Amstel and a sea inlet known as the IJ the small settlement of "Aemstelledamme" was founded in around the year 1275. As a transit port for herring and beer Amsterdam was granted a municipal charter in 1300. This period also saw the construction of the area around Dam Square, which would form the basis of an international metropolis. In the fifteenth century the city fathers commissioned the building of the city hall and at the same time the court building (now the Royal Palace) and the Nieuwe Kerk (New Church). In this way the city centre gradually took the shape we still know today. However, the builders encountered many problems because the marshy soil (Amsterdam lies below sea level) meant that the buildings required firm foundations. Each house therefore had to be built on wooden piles. The Royal Palace for example is supported by 13,659 piles.

It was in the seventeenth century that Amsterdam came to real prominence on the world stage. And once again water was the key to its success. In Holland's Golden Century, in which the Dutch acquired great fame as a trading and cultural nation, Amsterdam built the famous "grachtengordel" (canal girdle) which encloses the old city in a sweeping embrace. These beautiful tree-lined canals are bounded by 6,800 merchant's dwellings and warehouses all built in that era. The majority of them have the step, neck and bell gables so typical of the Amsterdam skyline.

Restaurant De Roode Leeuw

Cuisine Régionale Néerlandaise



Our Dutch food restaurant is one of the leading members of "Neerlands Dis". "Neerlands Dis" restaurants prepare traditional dutch dishes with Dutch dairy, meat and vegetables. Superb wines and magnificent old-fashioned local liqueurs/liquors (recipes which are over 300 years old!) are part of our assortment.

Our guests can watch the world go by on the terrace. One can choose from a large range of drinks, typical Dutch snacks, lunch-dishes, coffee varieties, pastries and ice-creams.

It is one of the oldest (dating back to 1930) heated and airconditioned terraces of Amsterdam.

Restaurant open from
12.00 - 22.00 hrs.

Brasserie open from
10.00 - 23.30 hrs.

De Roode Leeuw
Damrak 93-94
1012 LP Amsterdam
Phone +31 (20) 5550666

The VOC (the famed Dutch East India Company) was the world's first ever multinational. Together with the Dutch West India Company it sent ships all over the known world. By the seventeenth century the city's warehouses were brimming with wheat, tobacco, spices, salt, copper and gold.

And water still plays an important role in Amsterdam. If only because each year millions of tourists flock to see the 160 canals with a combined length of 75.5 kilometres and the 1,281 bridges that cross them. And, of course, many thousands of Amsterdamers live on the water in one of the 2,500 houseboats. Not surprisingly, the houses that line the canals are regarded by the local population as some of the most desirable properties in the city.

Have a chat in a typical Amsterdam café

An ideal place to relax after a busy day is one of the city's traditional brown cafés, which take their name from the atmosphere created by their dark interiors and bare wooden floorboards. In these characteristic pubs with their picturesque interiors you can get a real sense of what the Dutch mean by "gezelligheid", a word which is virtually untranslatable although "conviviality" and "cosiness" come fairly close.

This is where Amsterdamers have a few beers after work, play the odd hand of cards, tell tall stories and generally air their worldly wisdom. When Amsterdamers visit their local pub they are interested in having a friendly chat. Even if you don't understand a word of Dutch, it is not hard to get into conversation because people are glad to speak to you in your own language.

Have a chat in a typical Amsterdam café

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Les Quatre Canetons

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Tel. 020 624 63 07
Fax 020 638 45 99
Lunch: 12.00-14.30 uur
Diner: 17.30 - 22.30 uur
5 taxi-minutes from the RAI

Relax after a series of parallel sessions

It would be hard to think of a more pleasant way of relaxing after a conference than lingering over drinks on a café terrace overlooking a canal or in one of the shady tree-lined squares. A new trend in the Amsterdam city centre is the "Grand Cafés", all of which are spacious and light and have a large reading table amply stocked with international titles. When it comes to food, everything is possible in Amsterdam. More, than 50 national cuisines are represented ranging from Croatian and Egyptian to Thai and Pakistani. Nightlife in Amsterdam revolves mainly around the Leidseplein, Rembrandtsplein and Spui, where there are cinemas, theatres, restaurants, night clubs, a waterside casino and discotheques as well as café terraces that are busy until late at night in good weather.

Relax after a series of parallel sessions

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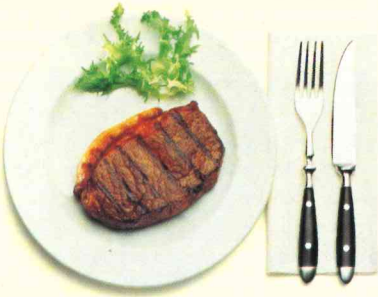

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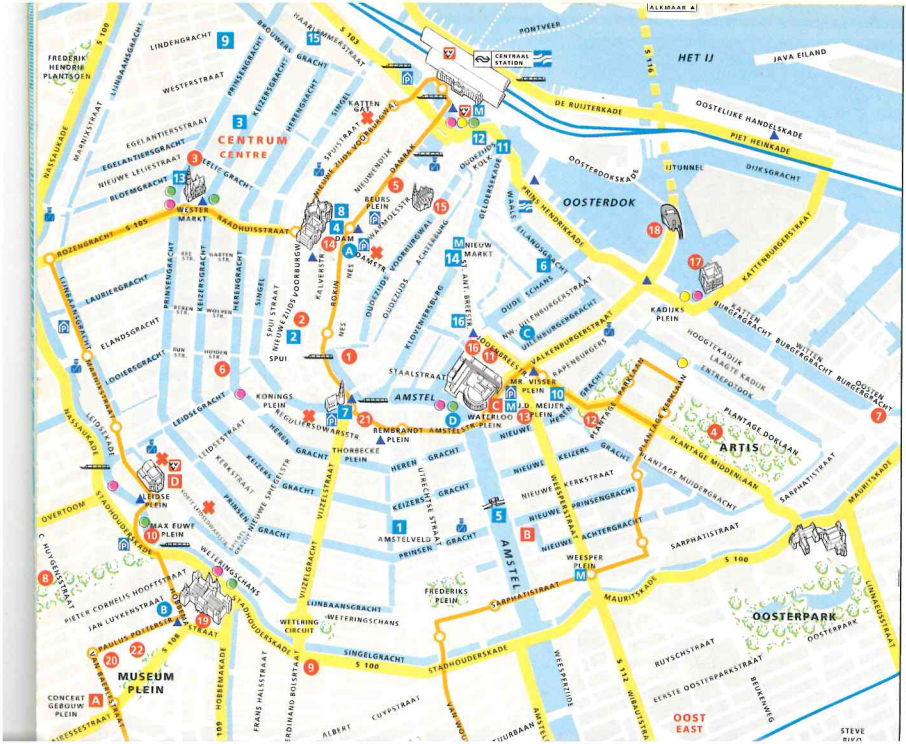
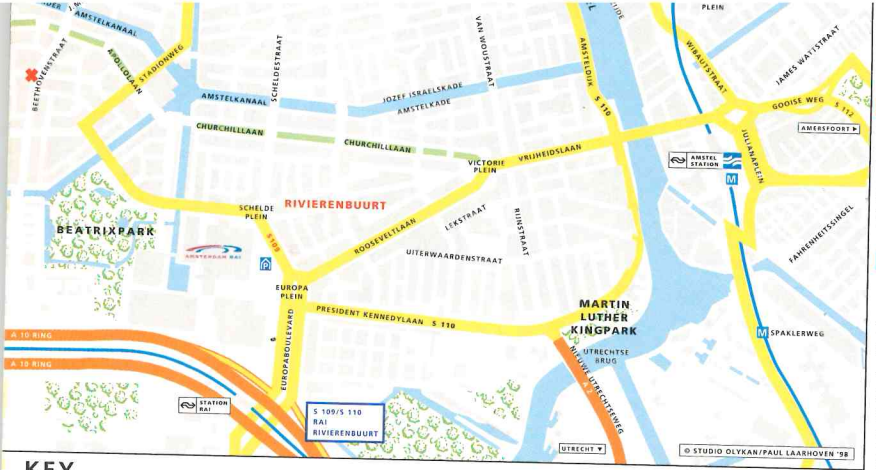


1 Museums and Attractions

1 Allard Pierson Museum
2 Amsterdams Historisch Museum
3 Anne Frank House
4 Artis / zoo
5 Beurs van Berlage
6 Bijbels Museum
7 Brewery ´t IJ
8 Filmmuseum
9 Heineken Brewery
10 Holland Casino Amsterdam
11 Holland Experience
12 Hortus Botanicus
13 Joods Historisch Museum
14 Madame Tussaud Scenerama
15 Museum Amstelkring
16 Museum Het Rembrandthuis
17 Nederlands Scheepvaartmuseum/VOC-ship
18 Newmetropolis Science and Technology Center
19 Rijksmuseum
20 Stedelijk Museum of Modern Art
21 Tuschinski Cinema
22 Van Gogh Museum



KEY

- TRAIN/UNDERGROUND
- A10 HIGHWAY
- S 113 NUMBERED CITY-ROUTE
- S106 OSDORP HIGHWAY EXIT
- INFORMATION OFFICE AMSTERDAM TOURIST OFFICE
- RAILWAY STATION
- M UNDERGROUND STATION
- ARTIS EXPRES/STOP
- CANAL BUS/STOP
- MUSEUM BOAT/STOP
- CIRCLE-TRAM/STOP
- CANAL BOAT TRIPS
- PUBLIC TRANSPORT INFORMATION/TICKETS
- PARKINGS
- INFORMATION POINT PEDESTRIAN SIGNPOSTING
- POLICE OFFICE

C Gassan Diamonds
D Stoeltie Diamonds
E Van Moppes Diamonds

A Theatres

A Concertgebouw
B Koninklijk Theater Carré
C Muziektheater
D Stadsschouwburg

1 Monuments and Churches

1 Amstelkerk
2 Begijnhof
3 Huis met de Hoofden
4 Royal Palace
5 Magere Brug
6 Montelbaanstoren
7 Munttoren
8 Nieuwe Kerk
9 Noorderkerk
10 Portugese Synagogue
11 Schreierstoren
12 Sint Nicolaaskerk
13 Westerkerk
14 Waag
15 West-Indisch Huis
16 Zuiderkerk

✖ Gauchos / Alfonso's Restaurant

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In conversation with Old Masters and Young Heroes

If you are looking for peace and quiet in order to prepare for your speech, there are plenty of options in Amsterdam. The rich history of the Netherlands and of Amsterdam in particular explains why the city boasts so many world-famous museums. Immerse yourself in the atmosphere of the Old Masters, for example in the Rijksmuseum which houses the Night Watch, Rembrandt's most famous work. Or enjoy more than 200 paintings and 400 drawings of Van Gogh in the museum of the same name. Draw inspiration from the more modern art forms in the Municipal (Stedelijk) Museum.

Or discover why the Dutch are famous as a seafaring nation in the Maritime Museum, which contains a replica of a seventeenth century East India Company ship. Experience the lifestyle of the Golden Century in the Van Loon and Willet Holthuijzen Museum, two canal houses with authentic interiors.

In total, the capital of the Netherlands has over 40 museums. Choose your museum according to your mood. Take a leisurely stroll among the wax images in Madame Tussaud, marvel at tomorrow's technology in New Metropolis or visit the house where Anne Frank wrote her diary during the Second World War. The choice is yours.

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Best performance

As a cultural centre Amsterdam is above all a musical city. Hear and see the many street musicians, the brightly painted barrel organs and the centuries-old carillons, high in their towers, that play a happy tune on the half hour. Music with a capital M can be heard during the midday and evening concerts at the celebrated Concertgebouw, which is renowned for its superb acoustics. Several Dutch orchestras of international renown perform there, including the Royal Concertgebouw Orchestra and the Dutch Philharmonic Orchestra.

On almost any summer evening it is possible to hear an organ recital in one of Amsterdam's magnificent old churches. The famous organ in the Oude Kerk (Old Church) dates back to 1724 and the one in the Nieuwe Kerk was built in 1655.

The Dutch National Ballet is considered to be one of the best and most versatile companies in Western Europe. It attracts many devotees of dance to Holland's capital. The ballet company performs in Amsterdam's Muziektheater, a 1,600-seat colosseum overlooking the River Amstel. The Muziektheater is also the home of the Netherlands Opera. The Dance Theatre company is a permanent guest at the Muziektheater, where several foreign companies also stage performances. With its 60-or-so theatres, concert halls and jazz clubs, Amsterdam is the stage for 15,000 performances and concerts each year. A quick calculation shows that there are some 40 different cultural performances every day in Amsterdam, not counting the films shown in the 50 cinemas and cinema clubs.

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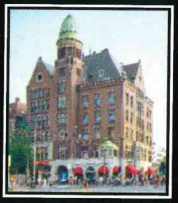
Reward for a successful presentation

With your presentation behind you, take a walk around the city to stretch your legs and look for some nice souvenirs for your family at the same time. Or pamper yourself by giving in to your more materialistic instincts for a change. Amsterdam has something for everyone in the way of shops. And one of the advantages of shopping in Amsterdam rather than in other world metropolises such as London and Paris is that the shops are all within walking distance of one another.

From Central Station there is an unbroken line of shops stretching right to the Leidseplein. When you reach Dam Square, don't forget to call in at the Bijenkorf department store and the Magna Plaza shopping centre (the restored post office behind the Royal Palace in Dam Square). The buildings alone are worth seeing.

Some of Amsterdam's principal shopping thoroughfares are Rokin, Kalverstraat, Leidsestraat and P.C. Hooftstraat, but there are also many curious and interesting little shops between the canals and in the area known as the Jordaan, a bustling industrial and residential quarter that is full of surprises and whose narrow streets are named after flowers. Not only is Amsterdam blessed with more museums than there are days in a month but it also has two international auction houses and hundreds of art galleries and antique dealers. The galleries can be found in the canal quarter, especially the Spiegel Quarter and the Rokin. The city has a justified reputation as a major art trading centre that offers high quality at reasonable prices.

AMSTERDAM, CITY OF DIAMONDS



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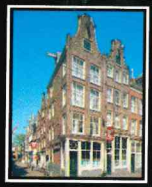

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Diamond Foundation Amsterdam / P.O. Box 15481 / 1001 ML Amsterdam / Internet: www.amsterdam-city-of-diamonds.n

Polishing up your speech

While you're polishing up your speech, remember that Amsterdam is famous for another commodity that has to be cut and polished - diamonds. Amsterdam has been world famous for the cutting and polishing of diamonds for over four hundred years.

In 1585, during the Eighty Years War against Spain, diamond merchants fled to Amsterdam from Antwerp, which had been occupied by the Spanish and had always been the centre of the diamond trade. These merchants settled in Amsterdam and never left. Demonstrations of diamond polishing are given at many firms in the city. There is no obligation to buy. But naturally the jewellers too realise that a polished diamond makes a very acceptable souvenir.

Tax-free shopping

Shopping in Amsterdam is not only fun but also a bargain if you shop tax-free. If you are a resident, regardless nationality, of non-European Union Country, you are entitled to a VAT (Value Added Tax Refund). You have to spend at least Dfl. 300 in one shop in one day and export the goods within 3 months of purchase.

Musts for your agenda

Before you fly home, you should certainly have seen the following attractions. So when you arrive in Amsterdam, inquire about excursions and tours at the Amsterdam Tourist Information Office.

- **Amsterdam ArenA:** the world's first covered football stadium
- **Beurs van Berlage**: the Amsterdam stock exchange designed by H.P. Berlage is one of the Netherlands' most important architectural achievements of this century
- **Begijnhof:** enchanting serenity of a former convent courtyard amidst the hustle and bustle of the city
- **Heineken Brewery:** tour of a famous brewery
- **Magere Brug:** magnificent view of the River Amstel from the only remaining traditional wooden drawbridge over the river
- **Hortus Botanicus:** beautiful and fascinating botanical garden
- **Red Light District:** at once famous and infamous
- **Bloemenmarkt:** permanent floating market selling all kinds of flowers
- **Holland Experience:** imposing 3-dimensional presentation of a "Bird's eye view of Holland"
- **Tuschinsky:** cinema decorated in three styles: Jugenstil, the Amsterdam School and Art Deco
- **Rembrandthuis:** the house where Rembrandt lived and worked for 20 years.

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Ways of discovering Amsterdam

The compactness of the city centre means that visitors can get around Amsterdam on foot. Indeed, a car is more of a handicap than a help in Amsterdam. Public transport provides a good, fast and cheap way of travelling about the city. Tram lines serve the entire city and provide a fast and efficient service.

The special Circle Tram which starts and ends at Central Station stops along its route at museums, theatres and places of interest as well as at hotels and car parks. Taxis too are a good way of travelling door to door. There are many taxi stands in the city and taxis can also be ordered by calling a central number (6 77 77 77).

Of course, the ultimate way of sampling the delights of Amsterdam is by water. Indeed, there is a water-based version of both the taxi and the bicycle. Water taxis will take you to every desired location, and a canal bicycle or pedal boat (for two or four people) is a fun way of reaching your destination along the canals. But don't overestimate your own fitness! A more relaxed way of seeing the sights is by canal boat.

Over 70 boats are available to show you the main historic buildings around the city and guides are on board to give a running commentary in different languages. A special museum boat provides a tour of the main museums, and there are also sightseeing boats on which you can dine in the evenings - two pleasures in one!

ZAANSE SCHANS - HOLLAND IN A NUTSHELL

ZAANSE SCHANS

A VISIT WORTHWHILE

For every age there is a lot to see and do at the Zaanse Schans. What makes it so special is the untouched memory of what Holland used to be like. In museums, workshops and windmills it is possible to experience something of how the Zaan-siders lived and worked. There are two restaurants where people can eat in a historic environment. Just wandering through the area and along the dike with its working windmills and quietly browsing in the little shops, where typical Zaanland and Dutch products are made and sold, will make a visit complete.

GUIDES TOURS AND PACKAGES

At the visitor's centre the staff will be pleased to give information on the various group packages and guided tours for visiting the Zaanse Schans with friends, family, school or business. In addition you can book guided tours by an expert guide (Dutch, English, French, German, Italian and Spanish).

FOR MORE INFORMATION:

Adress:
Stichting De Zaanse Schans
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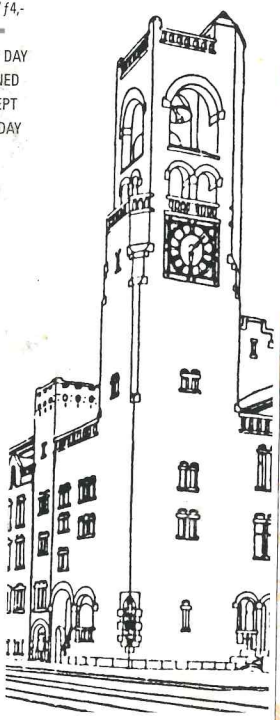
MONDAY

With a view from the tower over the city of Amsterdam



Perspective drawning, 1898.

BEURS VAN BERLAGE MUSEUM

Addresses

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